



MEMORANDUM

Community Development Department

DATE: June 11, 2015

TO: Council Neighborhoods Committee

FROM: Linda Lauzze, Administrative and Neighborhood Services Manager

SUBJECT: 2015 Neighborhood Grant Applications

INTRODUCTION

The purpose of the Neighborhood Grant Program is to provide financial support for neighborhoods to carry out programs and activities that encourage participation, strengthen the neighborhood, and improve neighborhood conditions.

For Fiscal Year 2015-16, \$30,000 is budgeted for the Neighborhood Grant Program. Grant applications were posted on the City's website and were sent to neighborhood associations and previous grant recipients. Advertisements about the program appeared on the City's web page and in the *Mountain View Voice*. The agenda and staff report have been sent to this year's grant applicants and those on the Council Neighborhoods Committee (CNC) mailing list.

REVIEW OF 2014 NEIGHBORHOOD GRANTS

Last year, the Committee received 14 neighborhood grant applications and awarded \$16,567 in neighborhood grant funds. This was a substantially lower number of applications than the 19 applications received the previous year. There were a variety of reasons some neighborhoods did not apply in 2014. A reduced funding per household may have influenced several of the smaller neighborhood groups to not submit applications given the small amount of funding available to them. Last year, the Committee reinstated a higher per household grant amount of \$6.00 per household maximum. Table 1 summarizes the neighborhood grants that were awarded for Fiscal Year 2014-15.

Table 1 – FISCAL YEAR 2014-15 NEIGHBORHOOD GRANTS

NEIGHBORHOOD GROUP		GRANT REQUESTED	GRANT AWARDED
1.	Monta Loma NA	\$1,500	\$1,500
2.	Cuesta Park NA	\$1,500	\$1,500
3.	Old Mountain View NA	\$1,500	\$1,500
4.	North Whisman NA	\$1,500	\$1,500
5.	Dutch Haven NA	\$420	\$420
6.	Rex Manor NA	\$1,500	\$1,500
7.	Wagon Wheel NA	\$1,500	\$1,500
8.	St. Francis Acres NA	\$1,500	\$1,500
9.	Springer-Meadows NA	\$500	\$500
10.	Slater NA	\$1,500	\$1,500
11.	Shoreline West Association of Neighbors (SWAN)	\$1,500	\$1,500
12.	Blossom Valley	\$447	\$447
13.	Martens-Carmelita NA	\$300	\$300
14.	Greater San Antonio Community	\$1,400	\$1,400
TOTAL			\$16,567

GRANT GUIDELINES

Under the Neighborhood Grant Guidelines, three requirements must be met to be eligible for a Neighborhood Grant (refer to Attachment 1 for the Application Guidelines).

1. Applicants must be representative of an existing neighborhood association within the City of Mountain View or a group of individuals who are organizing a neighborhood association. Informal neighborhood groups may also be eligible if their grant proposal builds community and enhances their neighborhood. Individuals, businesses, fraternal or religious groups, universities, and public agencies are not eligible to apply. However, neighborhood associations, potential associations, and informal neighborhood groups may form partnerships with these ineligible groups to plan and implement projects.
2. Projects must be neighborhood based and initiated by residents living in the neighborhood.

3. Projects must be aimed at improving communication and/or participation within a neighborhood or improving physical conditions within a neighborhood.

In addition, the CNC will be evaluating grant proposals using the four following criteria:

1. Benefit: How many people are expected to benefit from the project?
2. Involvement: How many people are involved in the project?
3. Diversity: Do members reflect the demographic characteristics of the neighborhood?
4. Program Design: Is the project well planned and conceptualized?

2015 NEIGHBORHOOD GRANT APPLICATIONS

Background

Neighborhood grants have provided seed funding for seven new neighborhood associations and provide ongoing financial support to grow new associations. For existing associations, the grants provide a stable source of funding for ongoing neighborhood events that promote a sense of community and opportunities to meet neighbors.

Neighborhood grant funds are paid as reimbursements for grant activities when receipts are submitted to the City, rather than as a lump sum award. Receipts are checked to make sure that reimbursements are made for only eligible grant activities. Grant funds awarded in 2015 must be used between July 1, 2015 and June 30, 2016 and there is no carryover of funds that are not used within this time frame. All grant recipients enter into an agreement with the City to spend funds as specified in their applications.

The neighborhood grant process does require some work on the part of neighborhood groups, City staff, and the CNC. The City has the responsibility to ensure appropriate use of grant funds since these are public funds. Neighborhoods must submit receipts for grant activities and the reimbursement process helps ensure that grants are only used for eligible expenditures and not for personal benefit. The Committee's review and final decisions on the neighborhood grant applications allows for public input and

program oversight by elected officials. Overall, the existing process results in a reliable program with the ability to adjust to changing circumstances.

2015 Applications

This year, the Committee has received 16 neighborhood grant applications requesting a total of \$21,689. Table 2 summarizes these 16 grant applications and is at the end of this memo. The grant applications from these groups also are attached for the Committee's review (Attachment 2).

All of the neighborhood groups who submitted applications last year submitted grant applications this year. In addition, two groups who did not apply last year, but have been awarded grants in the past, are applying again for grants in 2015; the Community Action Team (CAT) and the Sylvan Park Neighborhood Association. No new groups applied for grant funding this year.

Eligible Grant Amounts

The CNC establishes policies and guidelines for the amount of the grant awards. At the CNC's November 13, 2014 meeting, the Committee increased the amount of grant funding per household from \$3.00 per household to \$6.00 and the maximum per neighborhood group from \$1,500 to \$1,700. Previously, the maximum amount per household had been reduced from \$10.00 to \$3.00 to create better per household funding equity between large and small neighborhood groups. The new \$6.00 per household standard seems to strike a good balance between providing sufficient incentive for small groups to apply for grants, while maintaining a reasonable spending per household. New groups applying for the first time still are eligible for a \$100 bonus.

STAFF RECOMMENDATION

Staff recommends the CNC award \$21,647 in neighborhood grant funding as shown in Table 2. The recommendation is based on the maximum grant of \$6.00 per household up to \$1,700 per neighborhood group or a group's requested funding, if it is less than the maximum amounts. The total recommended funding is \$42.00 less than the requested funding since one group was not eligible for the additional \$42.00.

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Attachments: 1. Grant Guidelines
2. 2015 Grant Applications

Table 2 – 2015 Neighborhood Grant Applicants

Applicant	Description of Grant Proposal	Persons Benefiting	Amount per Household	Amount Requested	Amount Recommended¹
Monta Loma Neighborhood Association	<ul style="list-style-type: none"> • Summer Ice Cream Social • Spring Fling • Website/Newsletters • Block Parties • Welcome Packets • Little Free Library 	1,008 households	\$1.69	\$1,700	\$1,700
Cuesta Park Neighborhood Association	<ul style="list-style-type: none"> • Summer Annual Picnic • Seasonal Events • Notices/UNSCC Membership 	1,593 households	\$1.07	\$1,700	\$1,700
Old Mountain View Neighborhood Association	<ul style="list-style-type: none"> • Annual Ice Cream Social • Neighborhood Mixers • Newsletters/Website 	3,165 households	\$0.54	\$1,700	\$1,700
North Whisman Neighborhood Association	<ul style="list-style-type: none"> • Annual Picnic • Annual Garage Sale • Social Events/Educational Classes 	967 households	\$1.76	\$1,700	\$1,700
Dutch Haven Neighborhood Association	<ul style="list-style-type: none"> • Neighborhood Block Party • Halloween Party 	140 households	\$6.00	\$840	\$840
Rex Manor Neighborhood Association	<ul style="list-style-type: none"> • Summer Block Party 	983 households	\$1.63	\$1,600	\$1,600
Wagon Wheel Neighborhood Association	<ul style="list-style-type: none"> • Socials Events • Flyers/Newletters/Signs/Website • Fundraiser • Annual Meeting 	1002 households	\$1.70	\$1,700	\$1,700
St. Francis Acres Neighborhood Association	<ul style="list-style-type: none"> • Halloween Party 	588 households	\$2.89	\$1,700	\$1,700

¹ The amount recommended is based on a maximum grant of \$6.00 per household up to \$1,700 per neighborhood group plus a \$100 bonus for new groups or the amount requested by a group if it is a lower amount than the maximum.

Applicant	Description of Grant Proposal	Persons Benefiting	Amount per Household	Amount Requested	Amount Recommended¹
Springer Meadow Neighborhood Association	<ul style="list-style-type: none"> • Spring Easter Egg Hunt • Summer Block Party • Halloween Parade 	174 households	\$5.75	\$1,000	\$1,000
Community Action Team	<ul style="list-style-type: none"> • Ice Cream Social 	4,955 households	\$0.34	\$1,700	\$1,700
Shoreline West Association of Neighbors (SWAN)	<ul style="list-style-type: none"> • Block Party • Ice Cream Social 	2,379 households	\$0.63	\$1,500	\$1,500
Slater Neighborhood Association	<ul style="list-style-type: none"> • Ice Cream Social • Summer Picnic • Autumn Picnic • Halloween Party 	1,300 households	\$1.31	\$1,700	1,700
Blossom Valley Neighborhood	<ul style="list-style-type: none"> • Block Party 	149 households	\$3.00	\$447	\$447
Martens-Carmelita Neighborhood Association	<ul style="list-style-type: none"> • Block Party • Root Beer Float Social • Social Event 	100 households	\$6.42	\$642	\$600
Greater San Antonio Community Association	<ul style="list-style-type: none"> • Fall Potluck Social • Summer Family Fun Day • Block Party 	667 households	\$2.09	\$1,400	\$1,400
Sylvan Park Neighborhood Association	<ul style="list-style-type: none"> • July 4th Picnic and Block Party 	110 households	\$6.00	\$660	\$660
TOTAL				\$21,689	\$21,647